

Frederick County Child Health Partnership

Meeting Minutes

Thursday, March 26, 2009

- I. Present:
- | | |
|------------------------|------------------------------------|
| Tom Werner, Werner Web | Suzy Solo, CTSP Mid Western Region |
| Brett Stark, FCPS | Cindy Bowers, FCHD |
| Jennifer Mayer, PPMCO | Rachel Swartz-Hartje, student |
| Angie Blair, FCHD | Amy Robinette, Head Start |
| Debbie Rhoades, MCE | Lana Tinney, Head Start |
| Darylle Smoot, GSCNC | Barbara Brittain, Families Plus! |
| Christa Williams, FCPS | |
- II. Introductions/ new business
- a. Debbie Rhodes announced a CDC meeting in Washington DC on July 27-29 focusing on Childhood obesity "Weight of the Nation". Attendance for this conference is about \$350.00. Debbie also made everyone aware of the blood drives at FCHD.
 - b. Angie Blair talked about the new health education campaign, "The Heart Truth Campaign" chaired by Deborah Roubian at FCHD. She is looking for members if anyone is interested! Go to FCHD website for more information at <http://www.co.frederick.md.us/index.aspx?nid=3518> or contact Deborah Roubain at DRoubian@fredco-md.net.
 - c. Cindy Bowers gave an injury prevention update regarding the Safe Routes to School grant with FCPS.
 - d. Brett Stark talked about an event that FCPS is partnering with the Frederick News Post and the Frederick Keys coming up on May 23rd. Before the game, there will be a health /fitness expo with community vendors. Students who complete the forms sent home by the PE teachers can earn a free ticket to the game and expo. FCCHP will have a space to display along with FCHD.
 - e. Jennifer Mayer updated the group on the food drives Priority Partners is sponsoring. Brunswick area is scheduled for June 13th from 11-2. A discussion took place on possibly getting toothbrushes and paste donated for kids/families due to the high numbers of children seen with decay at the mobile dentist program held at the school earlier this month.
- III. VERB Program: Cindy Bowes and Rachel Swartz-Hartje, student, will be training girl scout leaders in one area unit on the CDC program- VERB. **VERB™ It's what you do.** was a national, multicultural, social marketing campaign coordinated by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC). Social marketing campaigns apply commercial marketing strategies to influence the voluntary behavior of target audiences to improve personal and social welfare. The campaign ran from 2002-2006.

Vision—All youth leading healthy lifestyles

Mission—To increase and maintain physical activity among tweens (youth age 9-13).

Campaign Audiences—The VERB campaign encouraged tweens to be physically active every day. The campaign combined paid advertising, marketing strategies, and partnership efforts to reach the distinct audiences of tweens. Other important audiences were parents and adult influencers, including teachers, youth leaders, physical education and health professionals, pediatricians, health care providers, coaches, and others.

Goals—

1. Increase knowledge and improve attitudes and beliefs about tweens' regular participation in physical activity.
2. Increase parental and influencer support and encouragement of tweens' participation in physical activity.
3. Heighten awareness of options and opportunities for tween participation in physical activity.
4. Facilitate opportunities for tweens to participate in regular physical activity.
5. Increase and maintain the number of tweens who regularly participate in physical activity

IV. Work groups A and B:

- a. The groups were divided up-
 - i. Group A: prepare and implement an educational campaign on healthier foods to parents and children.
 1. The group designated a chair person, Debbie Rhodes, and was asked to come back to the group for the next meeting with two program ideas that they are familiar with or are currently using.
 - ii. Group B: Media and finance to promote and sustain FCCHP
 1. The group discussed many community venues to promote the partnership, create a brochure and how to recruit new members to the group.

Next meeting is May 28th from 9:30-11:00 (shortened to 1.5 hours) at the University of Maryland Cooperative Extension Office, 330 Montevue Lane.